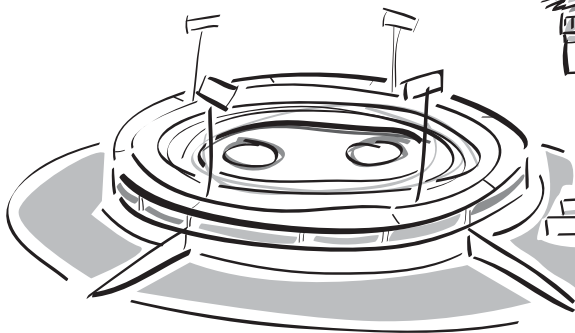


SPORTS GEOGRAPHY



The
ATHENS
games



Foreword

by Bronwen Perry

The Olympic Games are the world's greatest sporting event. Not only are they a global celebration ('festival') of athletic achievement but also a showcase for urban regeneration, environmental initiatives/sustainable development, technological achievement and national pride—an opportunity for host cities to reinvent themselves. In August this year, the world's attention will focus on Athens (Greece), the site of the first modern Olympiad in 1896, and the host city for the 28th Olympiad. The Games return to the Greek capital after an interval of 108 years. In that time there has been phenomenal growth in the scale of the Olympics; from 241 competitors representing 14 nations in 43 events and 9 sports in 1896 to an expected 10,500 athletes from 202 nations competing in more than 300 medal events across 28 sports in 2004.

As a hallmark global event, the Olympic Games has a unique complexity and presents many themes for geographic study by students at all year levels. The ready availability of data, maps, graphs/charts, media commentary and written reports (both in hard copy and via the internet) provide the background material for such investigations.

Sports Geography: The Athens Games includes four comprehensive units of work with activities and resources relevant to a range of year levels from upper primary/junior secondary through to senior secondary level. These units of work address four key themes: travelling to Greece, getting around Athens and attending the Games; measuring success at the Olympics and understanding the medal tallies; assessing the sustainability of the Olympics as a mega sporting event; evaluating values and attitudes in sport.

Additional material and suggestions for extension activities including a comprehensive media archive, weblinks, and .pdf versions of figures (maps) will be loaded on the AGTA website in the lead-up to the Games in August. See <www.agta.asn.au>. Let the geographic Games begin!

Acknowledgements

Thanks go to the three unit writers—Judy Mraz, Jeana Kriewaldt and Bob Digby—for their innovative and thoughtful contributions. Also to Catherine McKeon for her clever illustrations, to Fatima Basic (University of Melbourne) and Chris Crook (Country Cartographics) for their excellent cartography, and to Deb Doyle, Jeana Kriewaldt, Margaret McIvor and Lila Rait for proofreading, comments and feedback on the manuscript.

Tallying the medals (pp. 14–23)

Some of the ideas in this unit of work were originally adapted from an article by Geraint Thomas, and complementary item by C.F. Willmot titled 'Footnote to Loadsamedals', in *Teaching Geography* (Geographical Association, April 1989), and further developed by Marilyn Wiber (*Interaction*, Geography Teachers' Association of Victoria 1992) and John Stewart (*Interaction*, GTAV 2000).

Sports Geography: The Athens Games

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Olympics, good sports?

by Bob Digby, University College School, London

Introduction

This unit is about some of the values issues associated with the Olympics and sport generally. Two themes are covered. First, how are choices made about which cities should host the Olympics? Second, how much does sport contribute to our values systems? A great deal is heard now about themes such as drugs and sport, and the influence of sponsorship and big finance on sport.

Rationale for the unit

This unit aims to give students an understanding of the decision-making process that leads to the selection of Olympic host cities. In the first part of this unit the five cities who are still bidding for the 2012 Olympic Games are assessed. London is considered in depth as a city which, like Sydney in 2000, proposes to use the Olympics as a focus for urban regeneration in an area that has lost much of its traditional employment base, and which ranks as one of the poorest not only in London, but in the UK as a whole. The second part of this unit looks at broader themes in sport, including:

- the controversial decision to award the 2008 Olympics to Beijing and the conflict between this and China's record on human rights
- issues associated with sponsorship in sport, and different perspectives/impacts on individuals, sponsoring companies, teams and nations
- the spectre of drugs and sport, and the relative roles played by athletes, sports teams and trainers, and transnational drug companies.

Such themes are of general interest as well as having geographical significance.

How to organise the activities

Activity 1: Who should hold the Olympics? (1 lesson)

For this lesson, you will need atlases and copies of Activity Resource D1. Consider the location of each of the cities bidding for the 2012 Summer Games. Begin by writing out the names of the five cities and asking the class what they think:

- a. of the five contenders—their perceptions of each city? of each host nation?
- b. are the criteria by which decisions are made? Which criteria are formal and explicit?

Which criteria do they think are important 'behind the scenes'?

Then hand out Activity Resource D1. Explore information in atlases (e.g. statistics tables) and give students time to collect data about each country they think might be relevant to each country's ability to hold the Olympics.

Activity 2: What is it like to host the Olympics? (1–2 lessons)

For this lesson, you will need copies of Activity Resources D2 and D3 which gives data about London's Olympics bid, including:

- a. The attitudes of people towards it. Consider these attitudes and the fact that people in Sydney were initially far from enthused about the Olympics bid for 2000, especially with the huge costs for the clean-up of Homebush Bay.
- b. The characteristics of Newham, the east London borough in which the Games would take place. Activity Resource D4 shows data from the UK 2001 Census. Consider whether the poverty of the borough is justification for the Olympics bid, in terms of re-generation that would undoubtedly occur, or whether the costs of staging the Games would be better spent on inward investment into the borough.

Activities 3–5: Geography, Sport and Values (3 lessons)

For this lesson, you will need copies of Activity Resources D4, D5 and D6. These activities explore issues associated with the Olympics—Beijing 2008, sponsorship and drugs in sport. Activity Resource D4 asks students to consider whether or not moral and political pressures should play a part in the decision to stage the 2008 Olympics in Beijing. Activity Resource D5 explores questions about sponsorship and the influence of transnational companies in financing sport. Activity Resource D6 explores some of the issues concerning drugs and sport.

Each of these has structured activities, but you may wish to use the information and data for a whole-class forum on the issues.

Activity Resource D1: Who should hold the Olympics?**Activity**

1. Consider who should be short listed for the 2012 Olympics from the list of cities below.

Make two lists:

- before you have read the background profile to each city below
 - after you have read the profiles.
2. As a class, consider [what are] people's decisions, and how they reached this decision.

How far were their ideas based on:

- a. social
 - b. economic
 - c. environmental
 - d. political concerns or prejudices?
3. How far do you think decisions about Olympic host cities are made on the basis of preferences and prejudices? Or are they made on the basis of cold, hard data and nothing else?

Some text is adapted from *The Guardian*, 7 October 2003.

Madrid

The foundation stone has been laid for the Olympic-size swimming complex being built right beside the soon-to-be-built Olympic-size athletics stadium. 60 companies are lined up as sponsors. Madrid has set land aside for the Olympic Park and the athletes' village. All facilities are within a few minutes drive of the airport.

New York

New York beat seven rivals to win the US nomination. The centrepiece is a US\$1.2bn (£700m) 86,000-seat Olympic stadium on the west side of mid-town Manhattan. There are ample existing venues. Boxing would be held in Madison Square Garden and tennis at Flushing Meadows, home of the US Open. The proposed Olympic Village will be in a rundown area of Queens. The total budget is an estimated US\$5bn, including US\$1.5bn on the extension of the NY subway to reach the stadium.

Moscow

The Russian capital last held the event in 1980. Preparations are in full swing as part of urban regeneration. In a press release the Olympic committee said five 'new generation' leisure centres for children would be opened in the near future, as would a ski centre, shooting club and karting track in the city's south-east.

Paris

The Paris bid centres on the Stade de France, site of the 2003 World Athletics Championships, with other events planned for the surrounding region. Little new infrastructure is needed for the Olympics and the bid's budget has been set at only 20–30m Euros. The consortium formed to prepare the bid has the backing of two of France's most powerful businessmen.

London

London's bid is based on urban regeneration of the eastern side of the city, north of the transformed Docklands. As well as transforming currently derelict land, rather as Sydney's Olympics site was before 2000, the bid is designed to help the poorest neighbourhoods by bringing employment and economic growth which will come from building the stadium complex, and the environmental improvements that will go with it. A new cross-rail link will help to fight London's reputation as a congested city.

Note: Havana, Istanbul, Leipzig and Rio de Janeiro withdrew from the bidding process on 19 May 2004

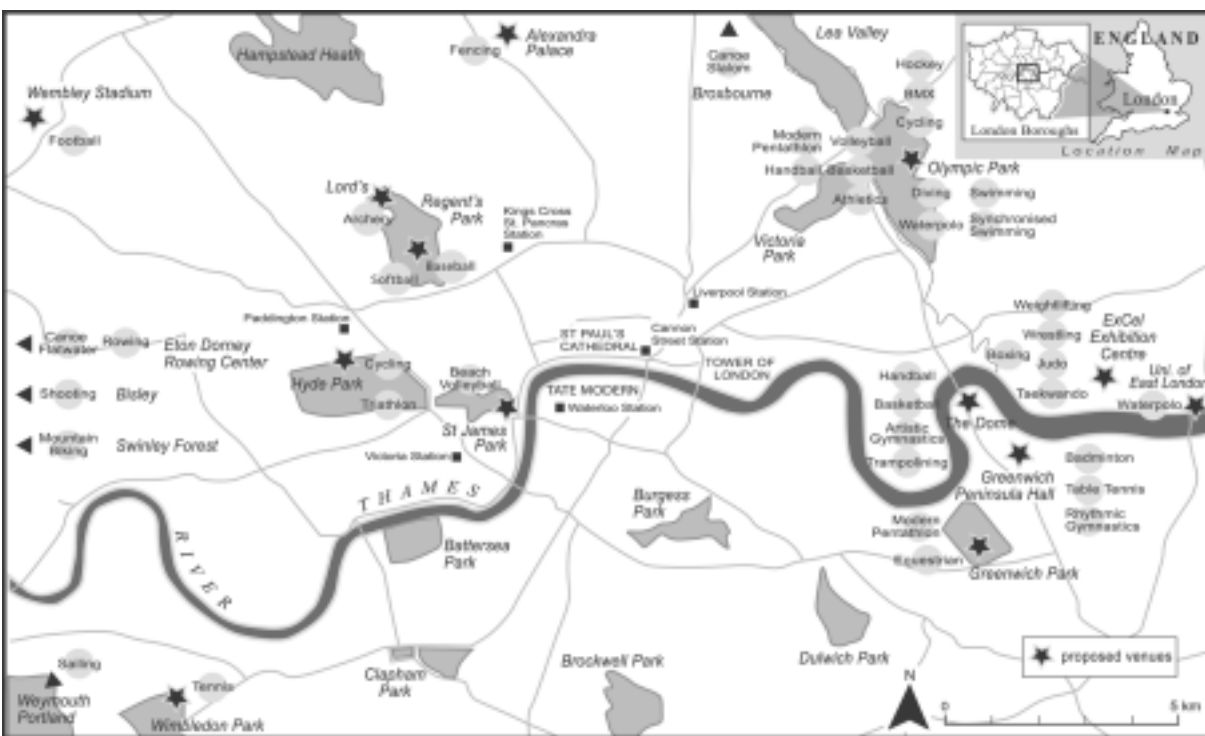
Activity Resource D2: What is it like to host the Olympics?

In November 2003, London’s bid was launched to host the Olympic Games in 2012, the Queen’s Diamond Jubilee year. This page shows the reactions of people in east London to the proposed bid. Remember as you read this to consider that the reactions are from a London newspaper, *The Guardian*, and that newspapers are more likely to focus on opposition to the bid, if only to balance viewpoints that come from the bid organisers.

Activity

1. Read the different viewpoints expressed here. Based on what you know about Sydney and Athens, draft an email to local residents explaining:
 - a. whether you think they have valid concerns
 - b. where you think their concerns are unnecessary.
2. As an Australian, what do you think are the strengths and weaknesses of London’s bid?

Map showing the location of London’s proposed venues



Reactions from people about the proposed London bid

Culture Media and Sport Secretary, Tessa Jowell
 ‘The £2.375bn cost of staging the games would be largely met by a new Olympic lottery game and a £20 increase for London council taxpayers. A bid would be good for sport, good for London and good for the whole of the United Kingdom’.

Yah Patel (local resident)
 ‘I’m totally against the Olympic Games taking place in east London. This is a poor area and the money should be spent on other things like new housing, creating jobs and fighting crime. It’s also not fair that Londoners should pay more council tax for the games. All of Britain should pay for the games, not just Londoners. Stratford is already very congested and very run-down and I’m very concerned that the Olympic Games will make all this worse. We don’t need them here and I’m going to tell the organisers how I feel.’

Bill Ellson, a resident
 ‘It’s all a bit vague. Don’t get me wrong, I think they’re a great idea, but we could do with just a few more details like how many new jobs there will be, how will they deal with an influx of so many people and what happens if we don’t get the games? Will this area just remain neglected?’

Tony Arbour, member of the Greater London Authority

... has already expressed concerns at the proposed increase in council tax.

In Newham (the London borough in which the main Olympic Park Sports Complex and Olympic stadium are proposed) ... there is rising anger [in Stratford] at the admission that at least 350 local businesses would have to relocate.

Jeff Summers

'I'm not against the games but I don't see why we should only pay for them. There's enough poor people around here as it is and I don't think they can afford to pay any more. Anyway, how will we cope with the extra traffic?'

Godfrey Johnson, a resident

'I think they will be good for the area. East London needs new investment and the games will help the area. They will create more jobs and improve the whole area around Stratford. Some locals are concerned about the games but I think you have to think about the long-term benefits.'

Bid organisers

... want to avoid the mistakes of past bids such as those in Sydney and Los Angeles where local communities were not fully supportive and their views not taken on board. Some London venues could change after the consultation process, particularly if strong objections were raised.

Activity Resource D3: The Olympics, for the rich or the poor?

London's bid to host the Olympics in 2012 is based on urban regeneration, just as it was for Sydney 2000. The proposed Olympic stadium at Hackney lies in the London borough of Newham, one of the poorest boroughs in London and the United Kingdom. The tables opposite summarise data from the 2001 UK Census for Newham. The location of Newham is shown on the London map.

Population characteristics of Newham

Study these figures carefully. For each table:

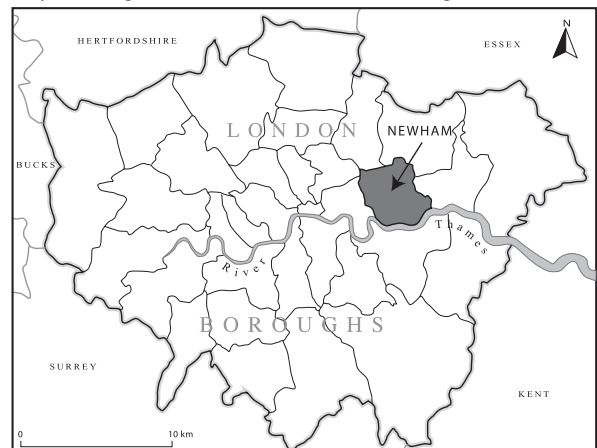
- the figure is given for Newham. Sometimes this is a percentage figure, sometimes a whole number. Check each time so you can read the data accurately.
- The average is given for England and Wales. In this way you can compare whether Newham is better or worse than average.
- Newham's ranking is given for all 376 local boroughs in England and Wales. Again, study this carefully, so that you can see what Newham's ranking means.

Activity

- How does Newham's standard of living compare with other areas of England and Wales? Select ten indicators from the data given to illustrate your judgment.

- Using the census data, identify four priorities that you think should be made for developing and improving Newham in the next decade. Give reasons for your choices.
- Consider these two viewpoints:
 - 'The Olympics are the best thing that could happen to Newham. They'll bring all kinds of improvements that the borough needs'.
 - 'Newham has far more important priorities than the Olympics. Let's concentrate on sorting out the borough's problems first—then in about 2030 we might be ready to host the Olympics'. Given the census data, which of these viewpoints do you agree with? Why?

Map showing the location of the London Borough of Newham



Activity Resource D3: Population characteristics of London Borough of Newham

Household characteristics

All people aged 16 and over	Newham	Eng & Wales average	Eng & Wales Rank/376
Average household size	2.64	2.36	1
Owner-occupied	43.6%	68.9%	367
Share bath/shower & toilet with another household	1.0%	0.5%	26
Overcrowding indicator	26.3%	7.0 %	7

Transport

All households	Newham	Eng & Wales average	Eng & Wales Rank/376
Households without car or van	48.9%	26.8%	10
Household with 1 car or van	41.2%	43.8%	312
Household with 2 or more cars/vans	10.0%	29.4%	369

Ethnic group

All people	Newham	Eng & Wales average	Eng & Wales Rank/376
White	39.4%	91.3%	376
Born in UK	61.8%	91.1%	373

Economic status

All people aged 16–74	Newham	Eng & Wales average	Eng & Wales Rank/376
Employed	47.7%	60.6%	374
Unemployed	6.7%	3.4%	2
Long-term unemployed	2.1%	1.0%	9
Student (economically active)	4.3%	2.6%	6
Retired	7.8%	13.6%	370
Looking after home/family	10.4%	6.5%	1
Other economically inactive	7.0%	3.1%	2

Travel to work

All people aged 16–74 in work	Newham	Eng & Wales average	Eng & Wales Rank/376
Travel to work by car	29.3%	61.5%	363
Travel to work by public transport	52.2%	14.5%	6

Housing

All figures are per cent	Newham	England and Wales
Live in flats	41.5	19.2
Owner occupied	43.6	68.9
Rented from local Council or Housing Association (responsible for social housing)	36.4	19.2
Private rented or lived rent free	19.9	11.9

Crime rate per 1,000 population

	Violence against people	Sexual offences	Robbery	Burglary from a dwelling	Theft from motor vehicle	Theft of a motor vehicle
Newham	31.2	1.4	8.9	7.8	22.0	16.3
England and Wales	11.4	0.7	1.8	7.6	11.9	6.4

Activity Resource D4: Humanitarian concerns and the Olympics—Beijing 2008

China has never hosted the Olympic Games. Few cities, Mexico City and Seoul among them, have broken the Olympic stranglehold held by Europe, North America and Australia. China has one-fifth of the world's population and is the world's fourth largest economy. Surely it should stage the Olympics? But several nations, pressure groups, and individuals are critical of Beijing's award. Some believe that the Chinese government's history of humanitarian abuse and intolerance should be enough to ban China from holding the Olympics. Others believe that the Games could be a force for constructive change in China. Read the statements below and discuss the issues.

Activity

In pairs, (a) discuss the following five statements, and (b) feed back your ideas to your class:

- Beijing should never have been selected as Olympic host city until the Chinese government allowed free expression of political and religious views.
- The Olympics could prove beneficial to those in China who would like to see their country evolve into a more tolerant and democratic society.
- No country has the right to tell another what to do.
- China's economic gain from the Olympics is enough to overcome doubts about humanitarian issues.
- Western nations should boycott the 2008 Olympics in Beijing.

There is no mystery about the human rights record of China, the heavily favoured contender. It is abysmal. China's human rights abuses should disqualify it from holding the Olympics. In 1993, 28 Chinese citizens submitted a petition to the IOC asking that Beijing be denied the Olympic Games until it released some political prisoners. It released some in the build-up to the 2000 Games bid, only to re-arrest them once they lost.

Source: Canada Tibet Committee, 2001

Olympic authorities must insist that no one seeking to attend the Games be denied entry to China, or find their activities restricted, even if their political views are opposed to the government. International media should have unrestricted access to all areas of Chinese life during the Olympics, including human rights and China's criminal justice system. Olympic officials must insist on the right to monitor labour practices at Olympic construction sites, and oversee security measures.

Adapted from <http://bulletin.ninemsn.com.au/bulletin/EdDesk.nsf/0/2326985010196d10ca256a76002bf745?OpenDocument>

The Beijing 2008 Olympics are a marketing bonanza, as multinationals from Nike to Coca-Cola clamber to gain a foothold in China. The IOC has bought up all outdoor advertising space in the city. Nobody will be able to advertise in Beijing in the two-month period surrounding the games unless they go through the Olympic Committee. Beijing will double the A\$1 billion sponsorship revenues generated by Sydney's 2000 Olympics. Coca-Cola, Kodak, and Swatch have signed up as sponsors for 2008. Nike has just opened a branded football stadium in Beijing. Marketing people will be rubbing their hands to take advantage of opportunities in China.

Source: Julia Day, The Guardian, 6 August 2001

In April 1989, pro-democracy protests spread quickly to other major cities in China, calling for political reform via peaceful demonstrations. This ended with the massacre in Beijing in Tiananmen Square on the night of 3-4 June when the army killed or injured hundreds of unarmed civilians. Thousands of arrests followed. People were imprisoned and sent to labour camps for exercising their right to freedom of expression. There has been no public enquiry into the events or compensation for families of those killed. In 2000, Amnesty International knew of 213 people still imprisoned for activities in the 1989 protests, a mere fraction of the real number of people who were unfairly tried and sentenced, and excluding prisoners who had completed sentences by June 2000.

Source: Amnesty International 2000

Activity Resource D5: Are the ideals of sport being compromised by commercialism?

Samsung—a company view on the Olympics

Just recently, Samsung Electronics Company (SEC) saw its ranking soar in the annual survey of Brand Value. The company rose from 42nd in 2000 to 34th in 2001 with an estimated 30 per cent increase in brand value. While Coca-Cola remains the world's most powerful brand, it managed only a one per cent gain in brand value. Samsung's global profile is due to its sports sponsorships including the Sydney Olympics 2000. It also supplied Asian Games organizers with US\$3 million worth of equipment—16,000 products including TVs, mobile phones, washing machines, DVD players and camcorders—for use at venues, the athletes village and other locations. Many athletes phoned home to celebrate medal wins using Samsung phones. The company's status as official Olympic telecommunications partner in Sydney raised brand awareness globally. Sponsorships like the Olympics give Samsung a platform to make its logo instantly recognisable to a global audience.

What sponsorship means to individuals

Fast food giant McDonald's has cut its links with basketball star Kobe Bryant after rape claims against him. He is facing trial in Colorado after a hotel concierge claimed he assaulted her. McDonald's confirmed that its three-year deal with Bryant was not being renewed. 'It would be inappropriate to comment on future sponsorship,' said the company. The decision follows one by Ferrero of Italy, makers of Nutella chocolate spread, to end its links with Bryant. Source: adapted from <http://news.bbc.co.uk/sport1/low/other_sports/us_sport/3411013.stm>

What sponsorship means for sport . . . and for companies

New York (Reuters)—United States Olympic Committee (USOC) chiefs unveiled a four-year sponsorship deal with Nike Inc. The contract, from 2005 to 2008, covers the 2006 Winter Olympics and Paralympics in Turin, Italy, and the summer Games and Paralympics of 2008 in Beijing. It replaces the agreement between USOC and Nike's major rivals Adidas-Solomon. Nike's arrangement with USOC will allow the company to supply clothing to athletes to wear during medal ceremonies at Turin and Beijing. Kit worn during the Games depends on deals made by each individual National Governing Body (NGB) in the US. Nike currently sponsors eight of the 45 NGBs involved in Olympic sports. Source: adapted from <<http://ca.sports.yahoo.com/040122/5/wfxl.html>> *by Stephen Wood 22 January 2004*

Sponsorship and countries

Australian sport is experiencing sponsor fatigue. Companies committed large sponsorship and marketing budgets to link themselves with Sydney and sport in general, riding the wave of Australian sporting success to secure a share of the marketplace. This has resulted in a downturn in the sponsorship market. 'The market for sponsorship on the whole is soft today. This trend is probably set to continue,' warns Gray. Many existing sponsorship contracts were due to expire in 2000 after the Sydney Olympics. It has been hard work to renew sponsorships in a saturated market. Adapted from <<http://www.ausport.gov.au/asc/publications/centreline/business.htm>>.

Activity

1. Many people believe that sponsorship and corporate finance is against the general 'ideals of sport'.
 - a. Form groups of between two and four people. Brainstorm for five minutes what you believe these 'ideals' of sport include.
 - b. Present these ideas to the class.
- c. To what extent/how far has the whole class agreed about the ideals of sport?
2. Read each of the statements above and complete the table below to show the benefits and problems that sponsorship can give to individuals and organisations.
3. Do you think that corporate finance benefits sport, or that problems outweigh the benefits?

	Benefits	Problems
sponsoring companies		
individuals		
sport/s		
individual countries		

Activity Resource D6: Sport and drugs

‘Doping is cheating. Doping is akin to death. Death physiologically, by altering, sometimes, irreversibly, normal processes. Death physically, as certain tragic cases in recent years have shown. But also death spiritually and intellectually, by agreeing to cheat. And finally death morally, by excluding oneself from rules of conduct required by human society.’

H. E. Juan Antonio Samaranch, President, International Olympic Committee

What is doping?

Doping classes	The effects on athletes
Stimulants	Act on the athletes’ nervous system to speed up parts of their brain and body. This can include reaction time and slow fatigue.
Narcotic analgesics	Pain killers or depressants. Athletes take them to enable them to compete despite pain and injury.
Anabolic agents	Natural or artificial versions of substances such as the testosterone, which makes athletes’ muscles larger.
Beta-blockers	A beta-blocker stops athletes from trembling, reduces blood pressure, slows heart rate and has a calming effect.
Diuretics	Increases urine passed from bodies. Used by athletes in sports with weight divisions, who have difficulty keeping their weight down, in order to qualify.
Peptide hormones and analogues	These help the body to grow muscle and gain height. Growth hormones can encourage muscle growth and develop speed and strength.

The Sydney Games—the Drugs Olympics?

Three Bulgarian weightlifters lost medals after testing positive for furosemide, a diuretic that can mask steroid presence. 41 would-be Olympians were caught cheating before they reached Sydney, and a further nine thrown out at the Games. Of the pre-games disqualifications, 27 were from China. No Chinese athlete tested positive at the games themselves. Marion Jones’ husband, shot-putter C.J. Hunter, had tested positive for steroids at a July competition. Most controversial was the Raducan case. The 16-year-old was given cold medicine that contained a banned substance. She had to return her all-around gold medal.
Source: article from The Australian, adapted by CBS News www.cbsnews.com/stories/2000/10/01/sports/main237623.shtml

The THG scandal

Adapted from an article by Tom Fordyce, BBC website, Wednesday 25 February 2004

The British athlete, Dwain Chambers, has been banned for two years by UK Athletics after testing positive for THG, a banned steroid developed by chemists to make it undetectable. The scandal originates at BALCO (the Bay Area Laboratory Cooperative), a US company making nutritional supplements and the source of THG. Balco analyses blood and urine from athletes and then prescribes supplements to compensate for vitamin and mineral deficiencies. Among its clients are athletes Marion Jones and Tim Montgomery. Jones’ former husband, shot putter CJ Hunter, had 1000 times the allowable amount of nandrolone in his system and was banned prior to the last Olympics. Balco took the blame.
<http://news.bbc.co.uk/sport1/hi/athletics/3210876.stm>

Activity

1. Consider each of the doping classes of drugs listed above. For each class, name three sporting activities might be likely to be affected, and why.
2. Refer to the Drugs Olympics item. Is the storm over drugs in sport simply a fuss about nothing?
3. How much do you blame each of the following for the drugs scandals in sport:
 - a. the athletes themselves.
 - b. athletes’ coaches, trainers, team managers.
 - c. the media.
 - d. drugs companies such as Balco.
 - e. the IOC or other Olympics organisers?
4. For each one, say how much you do or do not blame them, and why. Try and produce a rank order of whom you feel is most to blame.

How extensive is drug-taking in sport?

‘Drugs crackdown’

- 3,639 tests
- 1,621 winter athletes
- 27 positive results
- 16 sanctioned
- One official warning
- Six cleared on medical grounds
- Four results still under analysis

Source: BBC website, Friday 8 February 2002

